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ABSTRACT

A study was conducted by Florida Keys Community College (FKCC) to determine employment needs in Monroe County as the basis for planning and revising programs at the college. Surveys were sent to a random sample of 475 employers, requesting information on the firm; the importance of programs offered in Monroe County by high schools, adult and employment programs, and FKCC in relation to employers' needs; the current number of workers employed and their job categories; and projected changes in employers' needs over the next five years. Survey responses from 42% of the employers indicated that the programs ranked highest in relation to employment needs were bookkeeping, acccunting, secretarial, business administration and management, clerical, small business management, business mathematics, air conditioning and refrigeration, receptionist marketing and sales, auto mechanics, computer programming, registered nursing, checker/stocker, licensed practical nursing, electronics technician, and nursing aide. Current and projected employment opportunities in the county tended to be concentrated in the job categories of manager/administrator, clerical, computer operators and programmers, correction and law enforcement officers, emergency medical technicians, fire fighters and rescue personnel, nurses and nurses aides, retail sales clerks, secretaries, short-order cooks, and waitresses. The survey instrument and list of employers sampled are appended. (HB)

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A NEEDS ASSESSMENT TO DETERMINE

EMPLOYMENT NEEDS IN MONROE COUNTY, FLORIDA

STUDY UNDERTAKEN BY

FLORIDA KEYS COMMUNITY COLLEGE,

MONROE COUNTY SCHOOL DISTRICT,

and

MONROE COUNTY PLANNING COUNCIL

UNDER THE DIRECTION OF

ED J. MURASKI

IC 820 500

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ABSTRACT

The planning process for education and vocational education specifically involves the gathering of data for analysis in formulating programs to meet upcoming needs. Monroe County, Florida, known as the "Keys" has not had a needs assessment in fourteen years. In order to undertake a comprehensive plan for education in the college and the county, the first step mandates a current assessment of the employment needs in the community.

Although the State provides state-wide needs data, the Superintendent of Monroe County School District and the President of Florida Keys Community College desired an undertaking of their own county assessment due to the obvious ambiquities in the State data. The Keys are not representative of the State of Florida, and are probably unique to most areas in the United States. Due to their unique characteristics, obscureness in the State Needs Assessment, and the College's need to do long range planning, the Monroe County Planning Council directed a sub-committee to undertake a needs assessment of the employment needs in Monroe County.

With the assistance of the sub-committee of the Planning Council, and the research specialists in the County School District Office, a plan and survey instrument were developed to implement the needs assessment. The survey forms were sent to a stratified random sampling of 475 employers in the community which after three follow-up efforts, obtained a fourty-two percent (42%) return. This percentage of return is considered significant and a high percentage return for a survey of this nature.

Based on the obtained information we were able to isolate the occupations most needed in the employment community of Monroe County. In general, the following occupations were listed in the top quartile as having the highest need in Monroe County:

Bookkeeping
Accounting
Secretary
Business Administration & Management
Clerk Typist
Small Business Management
Business Math
Air Conditioning and Refrigeration
Receptionist
Marketing and Sales
Auto Mechanic
Computer Programer
Registered Nurse
Checker/Stocker
Licensed Practical Nurse
Electronic Technology
Nursing Assistant/Aide

Although other significant needs are identified, the occupations which appear in the top two quartile need to be prioritized by the educational agencies in the county.

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INTRODUCTION

Monroe County, Florida, is comprised of a unique series of islands called "Keys" stretching Southwest from the Southern tip of Florida. The islands or "Keys", as they are called, are connected by US-1 and stretch about one hundred and twenty-four (124) miles from the base of Southern Florida. "Key West", the Southern tip of the Keys is about one hundred and fifty (150) miles from Miami, Florida.

Although the Keys share some similar characteristics with the State as a whole such as; climate, ethnic groups, part-time residents, water recreation, and tourism, they are unique in most respects.

Geographically, no one in the Keys is more than seconds from the water. According to the Florida Department of Natural Resources there is approximately one boat from every four people in the Keys (1979). From a study by Florida International University (1979) only one percent of the businesses in the Keys are considered large employers. Although there are three composite communities in the Keys, only one Key, Key West, is incorporated; however two other small areas are incorporated.

There are no private vocational schools in Monroe County. Employers in the County use the skilled students trained in the High Schools, Community College, Adult Education or through the Comprehensive Employment and Training Act Programs, or, C.E.T.A.

According to a recent General Occupational Education Advisory Committee at Florida Keys Community College, new business, contractors, and employers hire a nucleus of two or three skilled employees from outside the Monroe County area and begin to train unskilled employees in the area to assume skilled jobs.

Background and Significance

In order to plan for the occupational needs of any area, a systematic procedure needs to be employed. A needs assessment should be one of the tools in systematic planning for career related programs (Kenneke, Nystram, Stadt, 73). In general the goals and objectives of an institution, which represents a social system, are determined principally on the needs of society, or in this case, the community (Lamar, 1978). Needs assessment is usually equated with planning and setting goals (Kaufman, 1967).

Patterson and Czajkowski in the Kappan defined needs assessment as "a systematic way of improving gaps between current program and desired results, then acting to reduce the gaps." The most current definition of a needs assessment use a discrepancy definition. The discrepancy definition describes a gap between what is and what ought to be or the actual and the ideal (Dale, 1979).

Merle E. Strong in the 1974 Yearbook on Vocational Education states "Programs should be planned to meet demonstrated needs." Too frequently, these needs are determined haphazardly and without sufficient data from the community being served. This is not always the fault of the institution; however, in large metropolitan areas, it is difficult to fully estimate the needs of a complex massive business and industrial area (Muraski, 1980).

Needs assessment for Vocational Education is limited to some specific areas of interest. A needs assessment for a college or school district could include a broad spectrum of information about the community and all of the environments which impact on it and the school or college. The needs assessment for Vocational Education, on the other hand, is concerned about occupational information. Vocational Education curriculum is linked more closely to demands and needs of the job market, and student interest and needs (Dale, 1979).

Although the majority of the literature describes, defines, and promotes the use of needs assessments for planning and development, there are concerns for it's use and interpretation of it's results. It has been said that most studies in private industry are skewed to promote the company's products rather than find the truth. While educators are not prone to sell a product, they sometimes become emotionally involved in their

research which may biase the results. K. Patricia Cross in A.H.E. speaks to that issue in this quote:

> "Market surveys and needs assessments are undeniably helpful when properly used, but as many educators and legislators are using them today they are misleading and even dangerous. They help to destroy imagination and the creative development of new programs and services which educators who resist change can point to the "demand" for new innovative programs.

Every attempt has been made in this study to avoid these pit falls and provide some basic data for planning.

The Florida Guide, "The Vocational Education Planning Process" directs each local educational agency to make an assessment of the needs of its community when engaging in comprehensive vocational education planning. The South Florida Employment Training Consortium (S.F.E.T.C.) reported the occupations identified by the Job Opening Index (J.O.I.) in the Fall of 1980 as predictions for the 1981 year. Those J.O.I. predictions are listed in Appendix A. These predictions are not prioritized and although valuable for Comprehensive Employment and Training Act (C.E.T.A.) and high school programs, they are not reflective of college and technical education needs.

The Florida State Needs Assessment Information does not adequately reflect the needs of Monroe County, since Monroe County is not typical of a cross section of Florida. No needs assessment for Monroe County has been completed in the last

fourteen years. Because of the unique conditions of the Keys, and due to the need to provide significant data for planning, Dr. Henriquez, Superintendent of the Monroe County School District and Ed J. Muraski, Dean of Occupational Instruction at the College, determined that the District and the College would undertake to complete a needs assessment for the County this year. At our discussions about needs assessment at the Monroe County Planning Council, the Council elected to make this needs assessment a priority and elected a sub-committee consisting of Dr. A. Henriquez, Mr. Muraski, Mr. J. Knight, (Director of Employment Services) and Mary Elwood, Assistant Manager of Boulevard Bank. Peter Webber, County Administrator of C.E.T.A., showed interest in the Committee and was added as a consultant member. The Coordinating Council of Monroe County also elected to use the Needs Assessment data for the Vocational Education Plan required for the State Vocational Education reports. The Monroe County Planning Council sub-committee charged with undertaking the needs assessment gained the assistance of Otha Cox, Research Specialist, from the County School Office to assist in implementing the project.

It was evident from all of the input from several county agencies that a needs assessment was vital and of high priority to help all agencies providing vocational education to do accurate planning. In addition to those agencies needs, of which the

college is included, the President of Florida Keys Community College asked the Dean of Occupational Instruction to assess the needs of Monroe County.

PROCEDURES

The purpose of this study is to determine the needs of employers in Monroe County, Florida. In order to achieve this purpose, a survey of the employment community was undertaken. The author developed a questionaire with the assistance of the Monroe County Planning Council Sub-Committee members (Appendix B). The Council Sub-Committee was composed of the following members:

Dr. A. Henriquez, Superintendent, Monroe County School District

Mr. E. Muraski, Dean, Occupational Instruction, Florida Keys Community College

Mr. J. Knight, Director, Employment Services, Key West, Florida

Ms. M. Elwood, Assistant Manager, Boulevard Bank

Mr. P. Weber, County CETA Administrator, (Consultant Member)

The survey instrument in Appendix B consists of two parts. Part One, requests general information about the employer, and asks them to list specific job titles of positions in the company. Part One also requests that the respondent list the number presently employed, and gives the projected change in the next five years.

Part One identifies the respondent and verifies the total number of employees or positions in the company. This verification helps the evaluator determine the potential growth in that company, and what occupations or job titles will be the most demanded. Part One will be analyzed later in this study to determine how accurately the employers made their selection.

The second part, the back page of the first part, contains a list of job titles. This list was developed by combining all existing occupational education programs offered by any agency in Monroe County at the present time, and by adding those job titles or occupations which were in need of employees and listed with the Key West Branch of the Florida Employment Office. In addition, the Monroe County Planning Council Sub-Committee added six occupations which they predicted could be needed in the Keys area, but were

not present on the list. The occupations are mixed and listed alphabeticlly. A deliberate effort was made to avoid listing the occupations with the offering agency to eliminate contamination or biase the selection.

The Florida Employment Service office in Key West estimated that there are twenty-two thousand eight hundred (22,800)employers in the Keys and seven hundred and twelve (712) employers who pay workmans compensation. After a discussion with Dr. Cox of the School District, it was determined that a stratified random sample of four hundred and seventy-five (475) employers would be a significant number to obtain a representative sample of the employment community. A breakdown of the industrial classifications within the Keys was provided by the Florida Employment Services (F.E.S.) office in Key West. That breakdown is as follows:

EMPLOYMENT IN MONROE COUNTY

Industrial Classification	Number of Employers	Exact Percentage	Rounded Percentage
Manufacturing	800	.038	4.0
Construction	1,300	.057	6.0
Trans./Commerce	1,100	.052	5.0
Wholesale/Retail	6,200	.298	30.0
Finance/Insurance	1,100	.052	5.0
Services	5,600	.269	27.0
Government	4,800	.330	33.0
Misc.	1,900	.095	9.0

Since these classifications did not allign with occupational education, the Industrial Classifications were broken down into the following vocational areas:

Vocational Areas	Actual Number of Employees	Percentage of Total	Actual Numbers Surveyed
1. Agriculture	1,999	.09	45
2. Consumer/Home Ec.	1,540	.07	35
3. Distributive Ed.	5,390	.25	173
4. Health Occupations	1,540	.07	35
5. Industrial Arts	-0-	-0-	-0-
6. Office Occupations	2,695	.12	59
7. Public Service	4,850	.23	114
8. Technical	420	.02	
9. Trade & Industrial	2,150	.10	40
10. Others	220	.01	5
TOTALS	20,300	100%	475

The numbers under the Vocational area in the left column above are listed below under the Industrial classification they were tranfered to.

Vocational Areas	Industrial Classifications
9,8,6	Manufacturing
9,6	Construction
7,9,6	Transportation/Commerce
3,6,1	Wholesale/Retail
3,6	Finance/Insurance
7,3,6,2	Services
7,6,3,1,2	Government
1 - 9	Miscellaneous

The Industrial Arts area was determined not appropriate except for education, and was combined with number ten, (10), other. The survey instrument was distributed by mail to four hundred and seventy-five employers and distribution was based on the percentage of employers in each Vocational area in the County, as stated. For example, under number one, agriculture, there are nine percent. (.09) of the people in the County employed in agriculture; therefore,

the survey instrument was sent to forty-five employers which represents nine percent of four hundred and seventy-five.

The Southern Bell Phone Company indicated that about ninety-five percent of all employers in the Keys are listed in the phone book. Using the Keys phone book, and the Key West phone book, it was determined that we select a minimum of four employers from each job title identified with those selected by the Committee on the questionaire forms. In order to start the selection, the numbers one through five were written on a piece of paper and placed in a bowl. The numbers six through ten were also put in a bowl and again one selected. This procedure gave us an unbiased start for our sampling. The numbers picked were one and seven.

An attempt was made to select twenty-five percent from the Marathon area, twenty-five percent from the Coral Shores area or upper Keys area and fifty percent from the Key West area, representing the population distribution. When a vocational area had limited employees listed in a given area, the first employer was selected from the middle, upper, and lower Keys areas and then the seventh employer listed in the phone book under Key West was selected. This was repeated picking up the tenth and fourteenth, if need be, until the actual number quota was reached.

The occupations were cut from the phone book and posted on a page corresponding with the vocational area they represented.

Duplications were eliminated and an employer was only listed once in the area determined appropriate. The author reviewed the distribution selection to assure that no single job title was listed with less than four (4) different employees. This assured an adequate return to satisfy a representative sampling. In following up on the returns, all efforts were made to obtain at least two responses for each job title.

A complete list of the employers selected for the survey are contained in Appendix C. Those employers with an "X" next to their name returned the survey instrument or were one of the twenty-three employers called in the last follow-up.

Limitations

Any limitations which became apparent during the course of the project were investigated to the extent possible. Whenever possible, modifications were made; however, several factors could not be controlled by the research study. They are as follows:

1. Some of the employers returned their survey form with their name but no information. They are listed as returned, however, no data will reflect their need.

2. Some employers checked more areas of interest and need than their company can hire in the future according to their company data on the front side of the survey. The combination of charts is designed to correct that discrepancy; however, some errors still exist.

3. The employers were asked to rank the occupations of interest and rank their priority either one, two or three. This was structured to encourage the employer to place

some thought into that selection, however, the significance of that priority listing does not seem to have any meaning to our data findings.

4. This survey represents a sample of the employers. If the employer indicates a need for a total of ten (10) welders, the significance of ten (10) is meaningless. The survey did not survey the total employers who hire welders. Only the priorities listed can be of some meaning for planning purposes. In order to use the raw score, all employers must be sampled.

Findings

Of four hundred and seventy-five (475) employers selected for the survey one hundred and seventy-eight (178) returned the survey. This response was achieved by mailing three follow-up letters and by making twenty-three (23) follow-up telephone calls. The phone calls plus all returns add up to two hundred and one (201) surveys for a forty-two percent (42%) return.

Table One on page 14 lists the occupations in order of preference as selected by the employers. The numbers to the left of the occupations are as follows:

1. The first number to the left represents the order in which the job title was listed on the questionaire.

2. The second number represents the total number of employers who checked that occupation.

3. The next three series of numbers indicates the preference the employers gave that selection.

   1 = lowest priority
   3 = highest priority

4. The last number indicates the mean of the employers selection of 1, 2 or 3.

For example, on Table One the first occupation listed is Bookkeeping. It was the ninth occupation listed on the survey. One hundred and sixteen (116) employers selected that as their choice of areas. Sixty-five gave it a three (3) high priority and forty-five (45) selected it low. The average of 1, 2 and 3 selections was 2.50.

In Table Two the job titles are listed by their highest mean ranking on either 1, 2 or 3. Although the ranking is similar, there are some differences.

On Table Three we attempted to screen out the employers who randomly checked the occupations without much discretion. Table Three reflects only one hundred and seventeen (117) employers who selected ten or less occupational needs on the survey form. Although there are some differences, they do not appear to be significant.

TABLE 1

LIST OF OCCUPATIONS IN ORDER OF PREFERENCE

SORTED BY TOTAL NUMBER.

NUM	TOT	1	2	3	AVG	PROGRAM
9.	116.	6.	45.	65.	2.50	Bookkeeping
1.	107.	16.	33.	58.	2.39	Accounting
59.	90.	11.	34.	45.	2.37	Secretary
10.	86.	12.	25.	49.	2.43	Business Administration & Management
16.	84.	10.	31.	43.	2.39	Clerk Typist
11.	69.	16.	21.	32.	2.23	Business Machines
64.	69.	11.	22.	36.	2.36	Small Business Management
12.	64.	9.	25.	30.	2.32	Business Math
54.	63.	17.	23.	18.	2.01	Receptionist
41.	58.	11.	23.	24.	2.22	Marketing & Sales
29.	52.	12.	16.	24.	2.23	Financial Management
2.	50.	20.	10.	20.	2.00	Air Conditioning & Refrigeration
20.	49.	15.	16.	18.	2.06	Computer Programmer
14.	44.	13.	19.	12.	1.97	Carpenter
34.	43.	14.	19.	10.	1.90	Groundskeeping
3.	42.	15.	20.	7.	1.80	Advertising Art
5.	41.	15.	8.	18.	2.07	Auto Mechanics
24.	41.	16.	12.	13.	1.92	Electronic Technology
15.	39.	17.	8.	14.	1.92	Checker & Stocker
39.	39.	19.	5.	15.	1.89	Licensed Practical Nurse
47.	38.	18.	6.	14.	1.89	Nursing Assistant or Nurses Aide
55.	38.	16.	3.	19.	2.07	Registered Nurse
31.	37.	15.	8.	14.	1.97	Food & Beverage Management
21.	36.	17.	7.	12.	1.86	Cooking
32.	36.	14.	12.	10.	1.88	Gasoline Engine Technology
52.	36.	14.	8.	14.	2.00	Radio & Television Maintenance & Repair
67.	36.	10.	15.	11.	2.02	Welding
28.	35.	16.	9.	10.	1.82	Executive Housekeeping
19.	34.	16.	9.	9.	1.79	Commercial Food Service
4.	33.	17.	7.	9.	1.75	Auto Body & Fender
23.	33.	18.	8.	7.	1.66	Drafting
37.	33.	17.	7.	9.	1.75	Hotel & Motel Management
42.	33.	18.	2.	13.	1.84	Marine Diesel Technician
60.	33.	16.	11.	6.	1.69	Security Guard
63.	33.	13.	17.	3.	1.69	Sign Painting
17.	32.	18.	8.	5.	1.59	Commercial Art
33.	32.	15.	5.	12.	1.90	Geriatric Care
44.	32.	19.	4.	9.	1.68	Marine Parts Counterperson
58.	32.	19.	9.	4.	1.53	Seamanship & Navigation - Captain Certification
25.	31.	15.	6.	10.	1.83	Emergency Medical Technician
43.	31.	17.	2.	12.	1.83	Marine Fiberglass Repairs & Contruction
46.	31.	12.	13.	6.	1.80	Nursery Landscape Operation
49.	31.	14.	11.	6.	1.74	Photography
27.	30.	17.	8.	5.	1.60	Environmental Marine Technology
38.	30.	19.	9.	2.	1.43	Library Technical Assistant
56.	30.	21.	6.	3.	1.40	Scuba Diving
35.	29.	13.	8.	8.	1.87	Heavy Equipment Operator
45.	29.	15.	9.	5.	1.65	Mason
48.	29.	15.	5.	9.	1.79	Paramedic
51.	29.	14.	6.	9.	1.82	Police Science & Administration
53.	29.	17.	2.	10.	1.75	Real Estate
65.	29.	11.	10.	8.	1.89	Small Electrical Appliance Repair
7.	28.	16.	4.	8.	1.71	Banking - New Account Counselors
18.	28.	17.	4.	7.	1.64	Commercial Fishing Operations
26.	28.	15.	6.	7.	1.71	Engineering Tech.
62.	28.	14.	8.	6.	1.71	Sheet Metal
8.	27.	16.	4.	7.	1.66	Banking - Savings & Loan Counselors
13.	27.	14.	9.	4.	1.62	Cabinet Maker
57.	27.	23.	2.	2.	1.22	Repair & Maintenance of Scuba Equipment
68.	27.	11.	8.	8.	1.88	Woodworking
30.	25.	16.	5.	4.	1.52	Fire Science
36.	25.	16.	5.	4.	1.52	Home Economist
40.	25.	17.	3.	5.	1.52	Machinist
6.	24.	19.	4.	1.	1.25	Aviation Ground School
61.	24.	16.	6.	2.	1.41	Sewing
22.	23.	18.	4.	1.	1.26	Cosmetologist
66.	23.	17.	4.	2.	1.34	Underwater Photography
50.	22.	20.	1.	1.	1.13	Plastic

TABLE 2

LIST OF OCCUPATIONS BY HIGHEST MEAN RANK

SORTED BY THREES

NUM	TOT	1	2	3	AVG	PROGRAM
9.	116.	6.	45.	65.	2.50	Bookkeeping
1.	107.	16.	33.	58.	2.39	Accounting
10.	86.	12.	25.	49.	2.43	Business Administration & Management
59.	90.	11.	34.	45.	2.37	Secretary
16.	84.	10.	31.	43.	2.39	Clerk Typist
64.	69.	11.	22.	36.	2.36	Small Business Management
11.	69.	16.	21.	32.	2.23	Business Machines
12.	64.	9.	25.	30.	2.32	Business Math
29.	52.	12.	16.	24.	2.23	Financial Management
41.	58.	11.	23.	24.	2.22	Marketing & Sales
2.	50.	20.	10.	20.	2.00	Air Conditioning & Refrigeration
55.	38.	16.	3.	18.	2.07	Registered Nurse
5.	41.	15.	8.	18.	2.07	Auto Mechanics
20.	49.	15.	16.	18.	20.6	Computer Programmer
54.	63.	17.	23.	18.	2.01	Receptionist
39.	39.	19.	5.	15.	1.89	Licensed Practical Nurse
15.	39.	17.	8.	14.	1.92	Checker & Stocker
31.	37.	15.	8.	14.	1.97	Food & Beverage Management
47.	38.	18.	6.	14.	1.89	Nursing Assistant or Nurses Aide
52.	36.	14.	8.	14.	2.00	Radio & Television Maintenance & Repair
24.	41.	16.	12.	13.	1.92	Electronic Technology
42.	33.	18.	2.	13.	1.84	Marine Diesel Technician
14.	44.	13.	19.	12.	1.97	Carpenter
21.	36.	17.	7.	12.	1.86	Cooking
33.	32.	15.	5.	12.	1.90	Geriatric Care
43.	31.	17.	2.	12.	1.83	Marine Fiberglass Repairs & Construction
67.	36.	10.	15.	11.	2.02	Welding
25.	31.	15.	6.	10.	1.83	Emergency Medical Technician
28.	35.	16.	9.	10.	1.82	Executive Housekeeping
32.	36.	14.	12.	10.	1.88	Gasoline Engine Technology
34.	43.	14.	19.	10.	1.90	Groundkeeping
53.	29.	17.	2.	10.	1.75	Real Estate
4.	33.	17.	7.	9.	1.75	Auto Body & Fender
19.	34.	16.	9.	9.	1.79	Commerical Food Service
37.	33.	17.	7.	9.	1.75	Hotel & Motel Management
44.	32.	19.	4.	9.	1.68	Marine Parts Counterperson
48.	29.	15.	5.	9.	1.79	Paramedic
51.	29.	14.	6.	9.	1.82	Police Science & Administration
7.	28.	16.	4.	8.	1.71	Banking - New Account Counselors
35.	29.	13.	8.	8.	1.82	Heavy Equipment Operator
65.	29.	11.	10.	8.	1.89	Small Electrical Appliance Repair
68.	27.	11.	8.	8.	1.88	Woodworking
3.	42.	15.	20.	7.	1.80	Advertising Art
8.	27.	16.	4.	7.	1.66	Banking - Savings & Loan Counselors
18.	28.	17.	4.	7.	1.64	Commerical Fishing Operations
23.	33.	18.	8.	7.	1.66	Drafting
26.	23.	15.	6.	7.	1.71	Engineering Tech.
46.	31.	12.	13.	6.	1.80	Nursery Landscape Operation
49.	31.	14.	11.	6.	1.74	Photography
60.	33.	16.	11.	6.	1.69	Security Guard
62.	28.	14.	8.	6.	1.71	Sheet Metal
17.	32.	18.	8.	5.	1.59	Commerical Art
27.	30.	17.	8.	5.	1.60	Environmental Marine Technology
40.	25.	17.	3.	5.	1.52	Machinist
45.	29.	15.	9.	5.	1.65	Mason
13.	27.	14.	9.	4.	1.62	Cabinet Maker
30.	23.	16.	5.	4.	1.52	Fire Science
36.	25.	16.	5.	4.	1.52	Home Economist
58.	32.	19.	9.	4.	1.53	Seamanship & Navigation - Captain Certification
56.	30.	21.	6.	3.	1.40	Scuba Diving
63.	33.	13.	17.	3.	1.69	Sign Painting
38.	30.	19.	9.	2.	1.43	Library Technical Assistant
57.	27.	23.	2.	2.	1.22	Repair & Maintenance of Scuba quipment
61.	24.	16.	6.	2.	1.41	Sewing
66.	23.	17.	4.	2.	1.34	Underwater Photography
6.	24.	19.	4.	1.	1.25	Aviation Ground School
22.	23.	18.	4.	1.	1.26	Cosmetologist
50.	22.	20.	1.	1.	1.13	Plastic

TABLE 3

SCREENED EMPLOYERS LIST OF OCCUPATIONS

SORTED BY THREES

NUM	TOT	1	2	3	AVG	PROGRAM
9.	57.	2.	26.	29.	2.47	Bookkeeping
1.	50.	10.	20.	20.	2.20	Accounting
59.	37.	2.	15.	20.	2.48	Secretary
64.	27.	2.	9.	16.	2.51	Small Business Management
16.	33.	4.	14.	15.	2.33	Clerk Typist
10.	28.	6.	11.	11.	2.17	Busines Administration and Management
5.	11.	0.	3.	8.	2.72	Auto Mechanics
2.	11.	1.	3.	7.	2.54	Air Conditioning & Refrigeration
54.	21.	3.	11.	7.	2.19	Receptionist
55.	10.	1.	2.	7.	2.60	Registered Nurse
11.	18.	5.	7.	6.	2.05	Business Machines
41.	17.	0.	11.	6.	2.35	Marketing & Sales
12.	13.	2.	6.	5.	2.23	Business Math
15.	10.	3.	2.	5.	2.20	Checker & Stocker
20.	10.	1.	4.	5.	2.40	Computer Programmer
24.	10.	1.	4.	5.	2.40	Electronic Technology
39.	8.	1.	2.	5.	2.50	Licensed Practical Nurse
42.	8.	2.	1.	5.	2.37	Marine Diesel Technician
44.	7.	1.	1.	5.	2.57	Marine Parts Counterperson
47.	10.	1.	4.	5.	2.40	Nursing Assistant or Nurses Aide
4.	6.	1.	1.	4.	2.50	Auto Body & Fender
32.	7.	2.	1.	4.	2.28	Gasoline Engine Technology
48.	5.	0.	1.	4.	2.80	Paramedic
51.	5.	0.	1.	4.	2.80	Police Science & Administration
52.	5.	0.	1.	4.	2.80	Radio & Television Maintenance & Repair
14.	8.	1.	4.	3.	2.25	Carpenter
23.	7.	2.	2.	3.	2.14	Drafting
25.	3.	0.	0.	3.	3.00	Emergency Medical Technician
33.	5.	1.	1.	3.	2.40	Geriatric Care
34.	5.	0.	2.	3.	2.60	Groundskeeping
35.	4.	0.	1.	3.	2.75	Heavy Equipment Operator
43.	4.	1.	0.	3.	2.50	Marine Fiberglass Repairs & Construction
49.	4.	1.	0.	3.	2.50	Photography
53.	3.	0.	0.	3.	3.00	Real Estate
56.	5.	0.	2.	3.	2.60	Scuba Diving
58.	7.	0.	4.	3.	2.42	Seamanship & Navigation - Captain Certification
60.	4.	0.	1.	3.	2.75	Security Guard
62.	5.	1.	1.	3.	2.40	Sheet Metal
67.	7.	0.	4.	3.	2.42	Welding
7.	2.	0.	0.	2.	3.00	Banking - New Account Counselors
13.	3.	0.	1.	2.	2.66	Cabinet Maker
18.	4.	0.	2.	2.	2.50	Commerical Fishing Operations
21.	2.	0.	0.	2.	3.00	Cooking
26.	3.	1.	0.	2.	2.33	Engineering Tech.
31.	5.	0.	3.	2.	2.40	Food & Beverage Management
36.	2.	0.	0.	2.	3.00	Home Economist
38.	6.	2.	2.	2.	2.00	Library Technical Assistant
46.	3.	0.	1.	2.	2.66	Nursery Landscape Operation
61.	2.	0.	0.	2.	3.00	Sewing
63.	4.	1.	1.	2.	2.25	Sign Painting
3.	6.	2.	3.	1.	1.83	Advertising Art
17.	2.	1.	0.	1.	2.00	Commercial Art
19.	2.	0.	1.	1.	2.50	Commerical Food Service
22.	1.	0.	0.	1.	3.00	Cosmetologist
28.	1.	0.	0.	1.	3.00	Executive Housekeeping
29.	8.	1.	6.	1.	2.00	Financial Management
30.	2.	0.	1.	1.	2.50	Fire Science
37.	1.	0.	0.	1.	3.00	Hotel & Motel Management
45.	2.	0.	1.	1.	2.50	Mason
57.	2.	1.	0.	1.	2.00	Repair & Maintenance of Scuba Equipment
65.	3.	0.	2.	1.	2.33	Small Electrical Appliance Repair
68.	3.	0.	2.	1.	2.33	Woodworking
6.	1.	0.	1.	0.	2.00	Aviation Ground School
8.	0.	0.	0.	0.	0.00	Banking - Savings & Loan Counselors
27.	3.	2.	1.	0.	1.33	Environmental Marine Technology
40.	1.	1.	0.	0.	1.00	Machinist
50.	0.	0.	0.	0.	0.00	Plastic
66.	1.	0.	1.	0.	2.00	Underwater Photography

Data for Tables One through Table Three came from the back of the survey instrument (Appendix B). Data for Table Four came from the front of the survey instrument (Appendix 3) and requested the job titles presently employed by the company responding.

Table Four gives the listing of occupations or job titles employers have now and will need in the next five years. Space does not allow us to list all of the responses. Some were illegible, some were one title showing no change and some were unique titles. The titles were grouped wherever possible and listed for determination of needs.

From Table Four the following job titles seem to have the highest number of requests for employment in Monroe County; they are not listed in order of priority, but alphabetically.

Manager/Administrator
Clerical
Computer Operator Programs
Correction/Law Enforcement
E.M.T. (Emergency Medical Technician)
Fire Rescue and Fighters
L.P.N. (Licensed Practical Nurse)
R.N. (Registered Nurse)
Nurses Aide
Retail Sales Clerks
Secretaries
Short-order Cook
Waitresses

The number of employees can not be validated. These numbers do not represent the total number of employees needed in the County, nor should it be construed to represent that.

We must be reminded that this is a sampling. Employers identify themselves for the survey which can be followed up for validation. It is important to note that of the listings above which were significant, all appeared on Tables 1, 2, and 3, except waitresses.

TABLE 4

A COMPOSITE LIST OF EMPLOYER JOB TITLES AND THE FIVE YEAR PLAN

JOB TITLES	PRESENTLY EMPLOYED	NEED 5 YEARS
Accounting	13	15
Administrators	54	80
Advertising Manager	8	12
Air Conditioning Service & Installation	4	5
Attorneys	2	4
Auto Mechanics	3	5
Bookkeeping	47	47
Cargo Agent/Captain	20	15
Carpenter Skilled	2	5
Clerical	15	30
Clerical Office	41	52
Clerk Typist	101	127
Computer Operators Programers	30	58
Corrections Officers	31	40
Cosmetologist	2	3
Deputy Sheriffs	80	110
Front Desk	12	20
Draftsman	2	5
Electric Office Machine Technician	0	5
Electronic Technician	0	2
Electrician Carpenter	2	5
Emergency Medical Technician	50	175
Engineering	125	150
Fiberglass Mold Lay Up	3	10
Fire Chiefs	10	10
Fire Fighters	225	375
Fire Resp Rescue Personnel	75	150
Fish Filleting	6	8
Food Handlers	25	40
Heavy Equipment Operators	20	20
Heavy Equipment Mechanics	5	10
Housekeepers	49	72
Maids	2	5
Instructors	19	25
Insurance Underwriters & Secretaries	12	20
Inspectors	4	10
Landscapers	3	10
Legal Assistant	3	7
LPN'S	22	46
Maintenance Worker	35	20
Assistant Manager	25	50
Managers	57	92
Marine Electronics Technician	13	16
Mechanics	6	12
Night Auditor	1	2
Night Manager	1	5
Nuclear Density Inspectors	2	4
Nurses Aides	111	158
Office Machine Technician	0	5
Office Manager	17	21
P H N I	6	10
P H N II	2	5
Sign Painters	0	1
Park Ranger	26	25
Paramedics	13	5
Pastor	1	0
Photographic Technician	7	10
Reporters Photographers	5	8
Plumbers	3	6
Professional Counselors	35	45
Project Engineers	2	0
Qualified Staff Announcers	6	2
R N	1	3
Real Estate Salesmen	5	5
Receptionist	7	11
Registered Nurse	65	98
Restaurant Management	15	25
Retail Sales Clerk	73	90
Routemen	5	7
Sales & Marketing	12	20
Sales Managers	2	5
Salespersons	80	82
Savings Counselors	4	7
Security Guards	25	17
Secretary	110	145
Servicemen on Major Appliances	3	3
Short Order Cook	3	20
Shrimpboat Captain	7	15
Surveyors	1	3
Sworn Deputies	25	40
Teachers Aid	1	4
Technicians Installers	11	22
Tellers	42	30
Training Instructors	21	30
Truck Drivers	33	34
Typesetter	1	2
Waitress	15	200
Ward Clerks	10	13
Watch Engineer	6	6

Table Five represents a combination of the data using Table Two as the master listing. The first thirty (30) program occupations were listed and the ranking of each table is represented. Since Table Four does not have data which can be ranked, a check represents that listing. All of the job titles listed as priorities on Table Four are represented on Table Five except Police Science Administration (ranked No. 38), Fire Science (ranked No. 72) and Waitress.

The only job title which appears to be out of order is Financial Management which ranked fifty sixth (56th) on Table Three, and was not selected as having a high need on the data represented on Table Four.

From a survey of the Chamber of Commerce in the Keys and the Key West and Marathon Service Clubs a significant number of employers were identified as small business (Muraski, 1982). From that survey 99.9% of the employers in the Keys are considered small business, based on the guidelines set up by the Small Business Administration which defines a small business as one under two hundred (200) employees. This ratio is high and significant; the national average is about 97% (SBA Facts, 1975).

TABLE 5

A COMPOSITE LISTING OF OCCUPATIONS RANKED HIGHEST FROM TABLES 1-4

1	3	4	2
1	1		1. BOOKKEEPING
2	2		2. ACCOUNTING
4	6	x	3. BUSINESS ADMINISTRATION & MANAGEMENT
3	3	x	4. SECRETARY
5	5	x	5. CLERK TYPIST
7	4		6. SMALL BUSINESS MANAGEMENT
6	11		7. BUSINESS MACHINES
8	13		8. BUSINESS MATH
11	56		9. FINANCIAL MANAGEMENT
10	12		10. MARKETING & SALES
12	8		11. AIR CONDITIONING & REFRIGERATION
22	10	x	12. REGISTERED NURSE
17	7		13. AUTO MECHANICS
13	15	x	14. COMPUTER PROGRAMMER
9	9		15. RECEPTIONIST
20	17	x	16. LICENSED PRACTICAL NURSE
19	14		17. CHECKER & STOCKER
23	45	x	18. FOOD & BEVERAGE MANAGEMENT/WAITRESS
21	20	x	19. NURSING ASSISTANT OR NURSES AIDE
26	25		20. RADIO & TELEVISION MAINTENANCE AND REPAIR
18	16		21. ELECTRONIC TECHNOLOGY
33	18		22. MARINE DIESEL TECHNICIAN
14	26		23. CARPENTER
24	43	x	24. COOKING
37	29		25. GERIATRIC CARE
41	32		26. MARINE FIBERGLASS REPAIRS AND CONSTRUCTION
27	39		27. WELDING
40	28	x	28. EMERGENCY MEDICAL TECHNICIAN
28	55		29. EXECUTIVE HOUSEKEEPING
25	22		30. GASOLINE ENGINE TECHNOLOGY

Table Six gives a breakdown of the top ranked occupational areas selected by the employers. All three charts are combined to give the rank order of priority.

The only other occupational area which may have been slighted is waitress. The title of waitress appeared on Table Four. Waitress was not listed on the second page of the survey form, primarily because the turn-over in this occupation is so high and no educational agency provides training in this area. Employers wrote in waitress as one of their positions on the front of the survey form. The data on this occupation is also questionable. Two employers listed combined needs for over one hundred and fifty waitresses, however, neither company employed over thirty people. It is possible that the companies were indicating a need for this many waitresses due to turn-over, however, the survey asked for "new positions".

TABLE 6

TOP RANKED OCCUPATIONAL AREAS SELECTED BY EMPLOYERS

JOB TITLE	MEAN RANK SCORE
1. Bookkeeping	1
2. Accounting	2
3. Secretary	3
4. Business Administration & Management	4
5. Clerk Typist	5
6. Small Business Management	6
7. Business Machines	8
8. Business Math	10
9. Air Conditioning & Refrigeration	10
10. Receptionist	11
11. Marketing & Sales	11
12. Auto Mechanics	12
13. Computer Programmer	14
14. Registered Nurse	15
15. Checker & Stocker	17
16. Licensed Practical Nurse	18
17. Electronic Technology	18
18. Nursing Assistant/Aide	20
19. Carpenter	21
20. Marine Diesel Technician	24
21. Radio & Television Maintenance	24
22. Financial Management	25
23. Gasoline Engine Technology	26
24. Geriatric Care	30
25. Cooking	30

Sixty-eight occupations are listed on the survey instrument in Appendix B. If we divide that in fourths, a quartile or one fourth, would represent seventeen. If we add waitresses, that brings the total to sixty-nine. The top eighteen on Table Six also represents most of the job titles ranked by employers as having the highest number of requests from page 13 and are listed on Table Four. The exceptions are corrections, E.M.T., Fire Rescue & Fighters, Short Order Cook and Waitresses. Table Seven represents that combined list of seventeen from Table Six plus number eighteen also on Table Four would represent the top quartile of employment needs in this survey.

Table Seven should represent the occupations which have the highest need. These are the occupations the educational agencies in Monroe County should make an effort to provide vocational education in. It seems valid to conclude that Table Seven represents the occupations needed most by the employers responding to the survey instrument.

TABLE 7

TOP QUARTILE, REPRESENTING HIGHEST EMPLOYMENT NEEDS

Bookkeeping

Accounting

Secretary

Business Administration & Management

Clerk Typist

Small Business Management

Business Math

Air Conditioning and Refrigeration

Receptionist

Marketing and Sales

Auto Mechanic

Computer Programer

Registered Nurse

Checker/Stocker

Licensed Practical Nurse

Electronic Technology

Nursing Assistant/Aide

Table Eight lists those occupations in the bottom quartile. These occupations listed on Table Eight represent the seventeen (17) occupations which appeared in the bottom quartile most consistantly when comparing Tables One, Two, Three and Four. The occupations might be considered for vocational education in Monroe County, or certainly for limited occupational needs. The areas might also be considered for courses rather than programs and for continuing and adult education. It is important to remember that the Monroe County Planning Council Sub-Committee who compiled the list of occupations did not consider this an exhaustive list of occupations in the County. Many of these occupations listed on Table Eight may still have needs, but on a smaller level than the top quartile in Table Seven.

TABLE 8

BOTTOM QUARTILE, REPRESENTING LOWEST EMPLOYMENT NEEDS

Library Technical Assistant

Commercial Art

Environmental Marine Technology

Sheet Metal

Sign Painting

Repair/Maintenance of Scuba Equipment

Machinist

Cabinet Maker

Home Economist

Woodworking

Small Electrical Appliance Repair

Mason

Banking - Savings & Loan Counselors

Aviation Ground School

Cosmetology

Plastic

Underwater Photography

In addition to the data gleaned from this needs assessment we have looked at other data and publications which bear upon the college and it's planning for future community needs. The Southern Florida Employment Training Consortium (SFETC) Annual Program Plan, Conceptual Plans for the Redevelopment of Truman Annex (C.P.R.T.A.) and the Employer Needs Assessment (E.M.A.) - Broward County, are three documents which have been analyzed. The minutes of the Florida Keys Community College General Occupational Education Advisory Committee meeting are also helpful in determining needs. These documents support the findings in Table Seven.

The completetion of this needs assessment was delayed in hopes that some decision might be made on the status of the Redevelopment of Truman Annex. The implementation of that project will have a significant impact on the Keys employment. The C.P.R.T.A. project will, when approved, redevelop several acres of excessed Navy property into commercial, residential, historical and marine facilities for the City of Key West and Monroe County. The C.P.R.T.A. plan submits three alternative modes in which the project could undertake. The most conservative plans would employ three thousand five hundred and eighty, (3,580) semi-skilled and skilled employees. One thousand eight hundred and twenty, (1,820) of these are in construction, while the others span

a spectrum of occupations. The C.P.R.T.A. employment data has not been included in this study due to the fact that the plans developed in December of 1979 have not yet been approved.

It is not appropriate to discuss the political actions involved in the proposed redevelopment project. It is important, however, to analyize the employment implications. Although some of these employees needed can be brought in from out of the County, the high cost of living will mandate that the educational agencies plan for the needs addressed in the C.P.R.T.A. Plan. None of the educational agencies prepare individuals for any phase of the construction industry which comprises almost fifty percent of the projected need for this project. Upon implementation the construction employees will be needed first. The C.P.R.T.A. will need employees and plans must be made to address their needs.

Summary and Conclusion

From past experience in conducting surveys of this nature, a forty-two percent (42%) return is much higher than average. The Florida International University survey expected a fifteen percent (15%) return and indicated that twenty to twenty-five percent (20-25%) is an average return for these surveys.

That percentage for the Monroe County survey becomes even more significant when you analyze that the population surveyed is ninty-nine percent (99%) small business. Large businesses have a staff to respond to surveys while small companies do not. The community should be commended for their efforts.

Much of the information obtained was evident from experience in projecting employment needs. The General Occupation Education Advisory Committees for Florida Keys Community College also confirmed several findings this study brought out. This report attempts to bring together all of the data into a logical and meaningful statistical report for planning occupational education needs in Monroe County.

After correlating and combining all data for validity, the occupations with the highest demand in Monroe County can be found on Table Seven. Although some employers needs may have been missed, in general, the majority of the employers in Monroe County have submitted data which points the the need for employees who have skills and/or experience related to the occupations on Table Seven. Some of the popular college and high school vocational education programs showed a low need on the survey results. It is conceivable that the needs are low, because the needs are being met; however, if the educational programs were discontinued the need for employees would increase.

All of the occupations in the top quartile are offered in either the college or the high school except for checker/stocker and L.P.N. The educational agencies in the county must look at the top two quartile and plan programs which provide skilled employees to meet those needs.

The employees on the other hand must colaborate with the educational agencies to assist them in meeting these needs. Occupational education in Monroe County may need additional financing, human resources, equipment and facilities to provide additional training.

As mentioned, all of the occupations listed on Table Seven are presently being offered by the college or the High School, except for two, however, the number of skilled graduates completing programs each year in several programs are minute. Consideration of these constraints must be studied.

The new Joint Site Vocational Center under construction in Marathon will provide an increase in several occupational education program areas. This center could be the answer to the need of providing more skilled employees in several areas. The programs planned for that Marathon Center are:

Automechanics
Bookkeeping/Accounting
Clerical and Secretarial
Consumer and Homemaking
Drafting and Commercial Arts
Marine Technology

Other programs can and probably will be provided in the Joint Site facility; however, the above programs will have specially designed labs for occupational education.

The author again reminds the community that additional needs will have to be addressed if the Redevelopment of Truman Annex materializes The educational agencies today are not equiped to meet all of these needs. This study should be helpful in prioritizing these needs.

NEED FOR FURTHER STUDIES

A comprehensive needs assessment calls for several components. This study satisfies a major part, but further studies will need to follow and they are listed below:

1. A study must be undertaken to analyze the interest of students in occupational programs.
2. Some data needs to be compiled to determine the number of students who remain in the Keys and how many.
3. A composit report needs to be assembled which brings to bear all data needed for educational planning.
4. A study should be undertaken to analyze what areas may not have responded to the survey instrument in the needs assessment.
5. Since the instrument and process have been developed it would be wise to resample Monroe County in five years.

All of these studies may not be undertaken; however, many questions still remain unanswered.

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APPENDIX

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A	The South Florida Employment and Training Commission Predictions for 1981.
B	Cover Letter and Survey Instrument
C	Population to be Surveyed
D.....	Implication for F.K.C.C.
E.....	Needs Assessment Plan of Activities

APPENDIX A

The South Florida Employment and Training Consortium

Listed below are the occupations identified by the J.O.I.* as likely to be in greatest demand in Monroe County in Fiscal Year '81. All of these occupational areas in an entry level position require no more than a high school education for placement.

OCCUPATIONAL AREAS* IN GREATEST DEMAND, FISCAL YEAR '81 MONROE COUNTY

Clerical:

Clerk, General
Secretary, All
Bookkeeper
Cashier
Typist
Receptionist
Accounting Clerk
Teller, Financial

Machine Trades:

Auto Mechanic
Heating, A/C, Refrig, Mech.

Medical:

Hospital Attendant

Miscellaneous:

Material Handler
Heavy Truck Driver
Light Truck Driver
Warehouse Worker
Net, Seine, Trap Fishers

Services:

Cook
Landscaping
Guard, Security
Child Care Worker
Hotel Clerk
Laundry Worker
Gardener
Guide

Structural:

Carpenter and Apprentice
Construction Worker
Painter and Apprentice
Heavy Equipment Operator
Auto Body Repairer
Roofer
Maintenance Worker, Bldg.

* Job Outlook Index

APPENDIX B

MONROE COUNTY EDUCATIONAL AGENCIES/
MONROE COUNTY PLANNING COUNCIL

December 5, 1980

Dear Employer:

You are probaly aware that the Florida Keys Community College, the Monroe County District School Board (Vocational and Adult programs), the Florida State Employment Agency, and the Comprehensive Employment Training Act Program (C.E.T.A.) provide many vocational programs designed to prepare employees for your company and others in the community.

In order for us to determine the need for new programs or the revision or deletion of programs it is very important that we have your company's suggestions and recommendations. You are, therefore, kindly requested to complete the enclosed survey form, which may be completed in approximately ten minutes. The success of the Needs Assessment depends, in a large measure, upon your response, especially since we are using a sample of companies rather than all companies.

A self-addressed envelope has been enclosed for your convenience in returning the completed survey.

Please take a few moments to help us help you in the future.

Sincerely,

William A. Seeker, President
Florida Keys Community College

Armando J. Henriquez, Superintendent
Monroe County Public Schools

Jeff Knight, Chairman
Monroe Planning Council

Enc.

PLEASE NOTE! KINDLY RETURN THE SURVEY FORM TO ED MURASKI BY DECEMBER 15, 1980.

APPENDIX B Continued

NEEDS ASSESSMENT SURVEY

Directions: Please fill in the blanks and answer the questions as accurately as possible. If you have any questions don't hesitate to call (see information at bottom). Upon completion please return the questionnaire as noted on the back.

---

1. Name of person filling out survey: _____

2. Telephone No. _____ 3. Title: _____

4. Company Name: _____

5. Company Address: _____

6. Total Number of Employees In the Company: _____

7. Please give the main purpose of your company; such as small business - craft sales, manufacturing - boat construction, auto repair, marine electronics, hotel-motel, restaurant, etc.

_____

_____

8. List the job titles of the major positions in your company which may need training upgrading, retraining. Also list the needed increase of new positions and positions you anticipate needing during the next five years.

Job Title:	Number Presently Employed	Need In 5 Years
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Project Coordinator: Ed J. Muraski
Dean of Occupational Instruction
Florida Keys Community College
(305) 296-9081 Ext. 295

NOTE: TURN OVER TO REVERSE SIDE FOR No. 9

9. Below is a list of the combined programs being offered by the three High Schools and adult programs in Monroe County, Florida Keys Community College and C.E.T.A. Look at all the programs first and then rank them according to their importance to your employment needs by circling either: 1 - Low, 2 - Medium, 3 - High. Remember to grade only those programs that apply to your own business. In addition, add any programs you feel we should consider in the next five years and how many employees you would hire from that program.

Low	Medium	High	PROGRAMS
1	2	3	Accounting
1	2	3	Air Conditioning & Refrigeration
1	2	3	Advertising Art
1	2	3	Auto Body & Fender
1	2	3	Auto Mechanics
1	2	3	Aviation Ground School
1	2	3	Banking - New Account Counselors
1	2	3	Banking - Savings & Loan Counselors
1	2	3	Bookkeeping
1	2	3	Business Administration & Management
1	2	3	Business Machines
1	2	3	Business Math
1	2	3	Cabinet Maker
1	2	3	Carpenter
1	2	3	Checker & Stocker
1	2	3	Clerk Typist
1	2	3	Commercial Art
1	2	3	Commercial Fishing Operations
1	2	3	Commercial Food Service
1	2	3	Computer Programmer
1	2	3	Cooking
1	2	3	Cosmetologist
1	2	3	Drafting
1	2	3	Electronic Technology
1	2	3	Emergency Medical Technician
1	2	3	Engineering Tech.
1	2	3	Environmental Marine Technology
1	2	3	Executive Housekeeping
1	2	3	Financial Management
1	2	3	Fire Science
1	2	3	Food & Beverage Management
1	2	3	Gasoline Engine Technology
1	2	3	Geriatric Care
1	2	3	Groundskeeping
1	2	3	Heavy Equipment Operator
1	2	3	Home Economist
1	2	3	Hotel & Motel Management
1	2	3	Library Technical Assistant
1	2	3	Licensed Practical Nurse
1	2	3	Machinist
1	2	3	Marketing & Sales
1	2	3	Marine Diesel Technician
1	2	3	Marine Fiberglass Repairs & Construction
1	2	3	Marine Parts Counterperson
1	2	3	Mason
1	2	3	Nursery Landscape Operation
1	2	3	Nursing Assistant or Nurses Aide
1	2	3	Paramedic
1	2	3	Photography
1	2	3	Plastic
1	2	3	Police Science & Administration
1	2	3	Radio & Television Maintenance & Repair
1	2	3	Real Estate
1	2	3	Receptionist
1	2	3	Registered Nurse
1	2	3	Scuba Diving
1	2	3	Repair & Maintenance of Scuba Equipment
1	2	3	Seamanship & Navigation - Captain Certification
1	2	3	Secretary
1	2	3	Security Guard
1	2	3	Sewing
1	2	3	Sheet Metal
1	2	3	Sign Painting
1	2	3	Small Business Management
1	2	3	Small Electrical Appliance Repair
1	2	3	Underwater Photography
1	2	3	Welding
1	2	3	Woodworking
1	2	3	_____
1	2	3	_____
1	2	3	_____
1	2	3	_____
1	2	3	_____
1	2	3	_____

PLEASE RETURN IN THE ENCLOSED SELF-ADDRESSED ENVELOPE.

APPENDIX C

A-1 Auto Body
1618 N. Roosevelt Blvd.
Key West, Fla. 33040

X A-1 Beauty Shop
1411-B 1st Street
Key West, Fla. 33040

A-1-A Employment Inc.
536 N. Miami Ave.
Miami, Fla.

A&A Transfer & Storage
Maloney Avenue
Key West, Fla. 33040

X A & B Exterminators
10935 Overseas Hwy.
Marathon, Fla.

A C Television Service
322 Margaret Street
Key West, Fla. 33040

AA Answering Service
Tavernier, Fla.

X AA&B Fish Co.
700 Front Street
Key West, Fla. 33040

AAA Flowers
230 174th st.
Miami Beach, Fla.

X AAMCO Automatic Transmissions
18200 S. Dixie Hwy.
Perrine
Marathon, Fla.

Abbey Medical
3101 NW 79 Ave.
Miami, Fla.

X The Accounting House
210 Townsquare Mall
Marathon, Fla.

Accurate Scrap Metal
1814 SW 31st Ave.
Hollywood, Fla.

Aim Battery & Electric
263 15 St. Ocean
Marathon, Fla.

X Air Florida
Key West International Airport
Key West, Fla. 33040

Alco General Contractors
917 Frances St.
Key West, Fla. 33040

X All Animal Clinic & Hospital
Fifth Avenue
Stock Island
Key West, Fla. 33040

Joseph B. Allen
604 Whitehead St.
Key West, Fla. 33040

X Almac Plastics Inc.
1588 NW 159th St.
Miami, Fla.

Aloha Reef Trips
25 Rolfes Trailer Park
Key West, Fla. 33040

Joseph Amdu, MD
1516 Venera Avenue
Coral Gables, Fla.

American Servicenter
1890 Roosevelt Blvd.
Key West, Fla. 33040

Rev Fletcher Anderson
1304 Truman Avenue
Key West, Fla. 33040

X Anglers Boat Rentals
Stock Island
Key West, Fla. 33040

Animal Clinic of the Keys
Mile Post 97.9 Rock Harbor
Key Largo, Fla.

Annette's Upstairs Hair Affair
Town Square Mall
11400 Overseas Hwy.
Key West, Fla. 33040

APPENDIX C Continued

Ansa-Rite
821 Duval Street
Key West, Fla. 33040

X Appel's Clothing
926 Duval Street
Key West, Fla. 33040

X Applied Marine Ecological Serv.
600 Grapetree Drive
Key Biscayne, Fla.

X Associated Court Reporters
513 Fleming St.
Key West, Fla. 33040

X Art Gallery by the Sea
Mile Marker 56½
Valhalla Island
Florida

X Atlantic Key West
Ambulance Service
827 White Street
Key West, Fla. 33040

Atlantis Marine
105 Overseas Hwy. Layton
Islamaroda, Fla

Aviation Agency
Key West Airport
Key West, Fla. 33040

B & C Grocery Store
316 Petronia St.
Key West, Fla. 33040

X Badcock's Home Furnishing
210 Krome Avenue
Florida City
Marathon, Fla.

X Bailey Jewelers, Inc.
11020 Overseas Hwy.
Marathon, Fla.

X Baker Marine Electronics
Overseas Hwy. at 114st.
Marathon Shores, Fla. 33052

X Banner Tire of Key West
2312 N. Roosevelt Blvd.
Key West, Fla. 33040

X Barber J. Eugenie
Leeside Building
Key Largo, Fla.

Barkett Computer Services
7989 NW 56th Street
Miami, Fla.

Bavarian Bakery
3210 N Roosevelt Blvd.
Key West, Fla. 33040

Sandy Bazo
Monroe Co. Courthouse
Key West, Fla. 33040

Be My Guest Catering Service
1622 Overseas Hwy.
Marathon, Fla.

Fred A. Bee
Cunningham Building
2975 Overseas Hwy.
Key West, Fla. 33040

X Beiswenger Hoch & Associates
Consulting Engineers
3rd Avenue
Stock Island
Key West, Fla. 33040

X BEN & IRMA Draperies
Grassy Key
Marathon, Fla.

Frank V. Bervaldi DDS
1224 6 Street
Key West , Fla. 33040

Better Business Bureau of So. Fla.
8600 NE 2nd Ave.
Miami, Fla.

The Bicycle Center
523 Truman Avenue
Key West, Fla. 33040

Big Pine Coffee Shop
Big Pine Key, Fla.

X Big Pine Key Fishing Lodge
Big Pine Key, Fla.

X Bill Ussery Motors Inc.
Mercedes Benz
3800 Overseas Hwy.
Marathon, Fla.

APPENDIX C Continued

Billie's Bar & Restaurant
407 Front Street
Key West, Fla. 33040

Bitner Mosley Interiors
1025 White Street
Key West, Fla. 33040

Black Angus Restaurant & Lounge
3824 North Roosevelt Blvd.
Key West, Fla. 33040

X Blanchard Machinery Inc.
2025 NE 143 St.
Miami, Fla.

X Blossoms Wholesale
408 White Street
Key West, Fla. 33040

X Blue Runner Guide Boat
2924 Patterson Avenue
Key West, Fla. 33040

Bob's Used Motorcycle Parts
Hwy. 1
Big Coppitt, Fla.

X Bone Fish Harbor Food Market
Grassy Key, Fla.
Marathon, Fla.

Book Emporium
5195 Overseas Hwy.
Marathon, Fla.

X Boulevard Bank
John Koenig, President
3406N. Roosevelt Blvd.
Key West, Fla. 33040

Boulevard Travel
811 Peacock Plaza
Key West, Fla. 33040

X Alfred Bowen C MD
5701 Overseas Hwy.
Marathon, Fla. 33040

X Boyd's Campgrounds & Trailer
Maloney Ave.
Stock Island
Key West, Fla. 33040

Boza Accounting Service
2226 Harris Avenue
Key West, Fla. 33040

X Bradford Construction & Awning
1406 2 Street
Key West, Fla. 33040

X Bransford Ross Mobile Marine
4000 State Rd. 941
Key West, Fla. 33040

Breitstein Richard DPM
Homestead Professional Bldg.
Suite 109
Homestead, Fla.

X Brothers Betty M. Reg
Real Estate Broker
Little Torch Key
Box 456
Big Pine Key, Fla. 33043

Bud'n Mary's Marina
Islamorada, Fla.

X Budget Travel
1107 Key Plaza Shopping Ctr.
Key West, Fla. 33040

X Fred Butner
3600 N Roosevelt Blvd.
Key West, Fla. 33040

Buzogany J Designs
Jewelry
114 Fitzpatric Street
Key West, Fla. 33040

X C & E Constuction Co.
Tavernier, Fla.

X Cadiz Diesel
9699 Overseas Hwy.
Marathon, Fla. 33050

X Cake Box Bakery
5109 Overseas Hwy.
Marathon, Fla. 33040

John F. Calleja MD
422 Fleming Street
Key West, Fla. 33040

Candlelight AC & Construction
160 8th St.
Key Colony Beach
Marathon, Fla.

CandlelightApartments
160 8th St.
Key Colony Beach
Marathon, Fla.

APPENDIX C Continued

X Capt. Cliff's Seafood Market
1415 Ocean View Ave.
Marathon, Fla.

Carey's Welding & Machine Shop
107 Simonton Street
Key West, Fla. 33040

X Carpet & Casuals
406 Duval Street
Key West, Fla. 33040

Carpet & casuals of Marathon
11530 Overseas Hwy.
Marathon, Fla. 33040

Carrero's Office Supplies
2233 Overseas Hwy.
Marathon, Fla.

Casa Blanca Apt. House
1317 Duval St.
Key West, Fla. 33040

X Casa Marina
John DeMant , General Mgr.
848 Seminole Avenue
Key West, Fla. 33040

Juan Cavanzon
1420 White Street
Key West, Fla. 33040

Century Rope Company
8926 SW 129th St.
Miami, Fla.

Cessna Aircraft
28700 SW 217 Ave.
Homestead, Fla.

X Ceta Administration
Public Service Bldg.
Wing 11 Rm. 200
Stock Island
Key West, Fla. 33040

X Flora R. Chablin
Real Estate
2279 Overseas Hwy.
Marathon, Fla.

X Greater Marathon Chamber of Commerce
3330 Overseas Hwy.
Marathon, Fla.

Champion Health Club & T-Shirts
1111 Key Plaza Shopping Center
Key West, Fla. 33040

X Charles H. Anderson Photographers
Key Colony Beach
Marathon, Fla.

Charlies Barber Shop
1710 Overseas Hwy.
Marathon, Fla.

Charter Boat Bill Fisher
2828 Seidenberg Ave.
Marathon, Fla.

Chevron Products
Overseas Hwy.
Tavernier, Fla.

Children's Home Society
800 NW 15 St.
Miami, Fla.

Childrens School of Key West
1214 Varela Avenue
Key West, Fla. 33040

X Christine's House of Flowers
819 Simonton Street
Key West, Fla. 33040

Chucks Rex One Stop No. 5 Store
267300verseas Hwy.
Marathon, Fla.

X City Electric System
535 Eaton St.
Key West, Fla. 33040

X City Fish Market
11711 Overseas Hwy.
Marathon, Fla.

Cobo Pharmacy
937 Fleming Street
Key West, Fla. 33040

X Coca-Cola Bottling Co.
101 Simonton Street
Key West, Fla. 33040

Commercial Credit
916-A Kennedy Drive
Key West, Fla. 33040

APPENDIX C Continued

X Community Mental Health Clinic
of the Lower Keys
Harry S. Truman Annex
P.O.Box 488
Key West, Fla. 33040

Computer Data Inc.
3240 Flagler Ave.
Key West, Fla. 33040

Computer Data Inc.
3247 Flagler Ave.
Key West, Fla. 33040

X Conch Coin Co.
Harbor House
Key West, Fla. 33040

Conch Pool Company
10670 Lindahl Street
Marathon, Fla.

X Conch Tour Trains
501 Front St.
Key West, Fla. 33040

Conn's Camera & Card Center
3232 N. Roosevelt Blvd.
Key West, Fla. 33040

X Consolidated Electric Supply
504 Angela Street
Key West, Fla. 33040

X Convalescent Center
927 White Street
Key West, Fla. 33040

X Coral Reef Park Co.
Bahia Honda Division
Bahia Honda Key, Fla.

X Coral Shrimp Company
Jeanett Toomer Cooper
Stock Island
Key West, Fla. 33040

X Corrections Dept. of Probation &
Parole
500 Duval Street
Key West, Fla. 33040

Cross Animal Clinic
619 Fleming Street
Key West, Fla. 33040

Cuba Club
1108 Duval Street
Key West, Fla. 33040

Culligan Water Conditioning
Marathon, Fla.

X Custom Quality Cabinets
10701 6 Ave. Gulf
Marathon, Fla.

Dadeland Family Planning Ctr.
6950 SW 88 St.
Miami, Fla.

K.M. Davidson, M.D.
702 South Street
Key West, Fla. 33040

Davis Sales & Extinquisher Ser.
Key Largo, Fla.

Del Valle Signs
1209 Truman Ave.
Key West, Fla. 33040

The Deli
Mile Marker 88
Plantation Key, Fla.

X Dennis Pharmacy Flagler Inc.
3229 Flagler Ave.
Key West, Fla. 33040

Department of Forestry
1315 Whitehead Street
Key West, Fla. 33040

X DePoo Hospital
Key West, Fla. 33040

Diesel InjectorService of Key West
212 1 Avenue
Key West, Fla. 33040

Robert T. Dion
510 Southard St.
Key West, Fla. 33040

Diversified Arts Company
417 Greene St.
Key West, Fla. 33040

Division of Recreation
and Parks
Big Pine Key, Fla. 33043

APPENDIX C Continued

Divorce Kit - Do It Yourself
521 SE 16 Ave.
Pompano, Fla.

Dowlings Welding
1109 Windsor Lane
Key West, Fla. 33040

X Duncan Ford Lincoln Mercury
1618 N Roosevelt Blvd.
Key West, Fla. 33040

EA/EO Office
2015 Seidenberg
Key West, Fla. 33040

East Coast Fisheries
3502 Overseas Hwy.
Marathon, Fla.

Eckerd Drugs
1118 Key Plaza Shopping Center
Key West, Fla. 33040

Department of Education
David Hart
1315 Whitehead Street
Key West, Fla. 33040

X Dir EL Corp Ext Serv.
Tom Murray
P.O. Box 2545
Key West, Fla. 33040

Electricians Local Union
349 - Union No. 1
1514 Bertha Street
Key West, Fla. 33040

Eula's Yarn & Gift Paradise
3221 Flagler Avenue
Key West, Fla. 33040

Evenings Delight Fireplaces
4238 SW 75 Ave.
Miami, Fla.

Fabric City
1117 Key Plaza Shopping Center
Key West, Fla. 33040

X Fabric World
613 Simonton St.
Key West, Fla. 33040

Family Tree Nursery
Islamorada, Fla.

Farraldo Enterprises
212 1st Ave.
Stock Island
Key West, Fla. 33040

X Farrington Galleries of
Key West
711 Duval Street
Key West, Fla. 33040

X Fenton's Family Store
2357 Overseas Hwy.
Marathon, Fla.

X First Federal Savings & Loan
1010 Kennedy Drive
Key West, Fla. 33040

First Federal Savings & Loan
Islamorada Branch
82787 Overseas Hwy.
Islamorada, Fla.

X First Federal Savings & Loan
Association of Florida Keys
11290 Overseas Hwy.
Marathon, Fla. 33040

X First National Bank
5601 Overseas Hwy.
Marathon, Fla. 33050

X Fisherman's Hospital
3301 Overseas Hwy.
Marathon, Fla. 33050

X Fisherman's Package Store
11000 Overseas Hwy.
Marathon, Fla.

Flameproofing Co.
4500 E 11th Ave.
Hialeah, Fla.

Florida Dept. of Agriculture
Big Pine Key, Fla.

X Florida Health Related &
Professional Services, Inc.
Islamorada, Fla.

X Florida Keys Aqueduct Authority
1100 Kennedy Drive
Key West, Fla. 33040

Florida Keys Aqueduct Authority
Marathon, Fla.

APPENDIX C Continued

Florida Keys Chinch Bug Control
714 South Street
Key West, Fla. 33040

Florida Keys Color Labs Inc.
524 Southard St.
Key West, Fla. 33040

X Florida Keys Electric CoOp Assoc.
Tavernier, Fla.

X Florida Keys First State Bank
1201 Simonton Street
Key West, Fla. 33040

X Florida Keys Memorial Hospital
Stock Island
Key West, Fla. 33040

X Florida Keys Memorial Nursing Home
600 Junior College Road
Key West, Fla. 33040

X Florida Keys Offset Printing
P.O. Box 4125
Key West, Fla. 33040

Florida Keys Wholesalers Printing
& Publishers
601 Fleming Street
Key West, Fla. 33040

Florida Marine Patrol
Rt.1 Box 175
Big Pine Key, Fla. 33043

Florida Dept. of Health
& Rehabilitative Services
90180 Overses Hwy.
Islamorada, Fla.

X Florida State Dept. of Natural
Resources
11400 Overseas Hwy. Box 776
Long Key, Fla. 33001

Florida State of Corrections
Dept. of Probation & Parole
2815 Overseas Hwy.
Marathon, Fla.

X Florida State
Employment Division
3100 Flagler Avenue
Key West, Fla. 33040

Florida State
Employment Services
11400 Overses Hwy.
Marathon, Fla.

X Florida State of
Vocational Rehabilitation
1315 Whitehead St.
Key West, Fla. 33040

X Floridian Pest Control
1401 White Street
Key West, Fla. 33040

The Flower Shop
Islamorada, Fla.

Ford Contractors Equpt.
15 S Flagler Ave.
Homestead, Fla.

X Tom Fouts Real Estate
82685 Overseas Hwy.
Islamorada, Fla. 33036

Kris Freund DC
Chambers Building
11399 Overseas Hwy.
Key West, Fla. 33040

William Gamble Jewelers
600 Duval Street
Key West, Fla. 33040

X Gemini Island Boutique
517 Duval Street
Key West, Fla. 33040

X General Business Service
513 Fleming St.
Key West, Fla. 33040

X General Electric Customer Service
Abrams Appliances, Inc.
5494 Overseas Hwy.
Marathon, Fla.

X General Finance Corp.
2504 Roosevelt Blvd.
Key West, Fla. 33040

Glass Bottom Boat
2 Duval Street
Key West, Fla. 33040

X Glynn Archer Elementary School
1302 White Street
Key West, Fla. 33040

X Grace Jones Day Care Center
41st Street Gulf
Marathon, Fla.

X Grace Lutheran School
2713 Flagler Avenue
Key West, Fla. 33040

APPENDIX C Continued

Greene Street Graphics
1028 Truman Avenue
Key West, Fla. 33040

X The Greenery
9 Mile Marker
Rockland Key, Fla.

X Hank's Diesel
Stock Island
Key West, Fla. 33040

X Hagopian Air Conditioning
P.O.Box 804
Key Largo, Fla.

Hampson Ray & associates
Islamorada, Fla.

X Handley Paint Co.
6681 Overseas Hwy.
Marathon, Fla.

Hargreaves, Kathleen J
Business Service
3717 Paula Avenue
Key West, Fla. 33040

Hargreaves Secretarial Services
3255 Flagler Avenue
Key West, Fla. 33040

X Health Systems Agency
Meg Wise
300 Simonton Street
Key West, Fla. 33040

Henderson L E
2513 Staples Ave.
Key West, Fla. 33040

Hertz Rent A Car
10990 Overseas Hwy.
Marathon Shores, Fla.

Hi Way Mobile Homes
1931 Overseas Hwy.
Marathon, Fla.

Dept. of Highway Safety & Motor Vehicles
3380 Overseas Hwy.
Marathon, Fla.

Holiday Inn
N roosevelt Blvd.
Key West, Fla. 33040

X Holiday Isle Resort of Marathon
4650 Overseas Hwy.
Marathon, Fla.

Holsum Bakers
3440 Duck Avenue
Key West, Fla. 33040

X Holy Innocents Episcopal Church
901 Flagler Avenue
Key West, Fla. 33040

Homestead Manor
1330 NW 1 Ave.
Homestead, Fla.

Hooper Sales
1733 Overseas Hwy.
Key West, Fla. 33040

X David Paul Horan
513 Whitehead Street
Key West, Fla. 33040

Household Finance Corp.
605 Duval Street
Key West, Fla. 33040

X Housing Authority of Key West
1400 Kennedy Drive
Key West, Fla. 33040

X Hukilau Polynesian Restaurant
1990 N Roosevelt Blvd.
Key West, Fla. 33040

Information Referral Service
of Monroe County
3103 Overseas Hwy.
Marathon, Fla.

INTARC
1207 Virginia St.
Key West, Fla. 33040

Intensive Culture Inc.
P.O. Box 1123
Key West, Fla. 33040

X Intensive Culture Systems Inc.
US 1
Sugarloaf Key, Fla.

X International House of Pancakes
3420 Roosevelt Blvd.
Key West, Fla. 33040

APPENDIX C Continued

X Irene & George's Dept. Store
81981 Overseas Hwy.
Islamorada, Fla.

Islamorada Photo Service
Islamorada, Fla.

Islamorada Steel Fab
160 Industrial Drive
Islamoradam, Fla.

Island Bike & Sport Shoppe
Marshall Bldg.
Mile Marker 30.5
Big Pine Key, Fla.

X Island Cab Company
9575 Overseas Hwy.
Marathon, Fla.

X Island Chriatian School
83520 Overseas Hwy.
Islamorada, Fla.

X Island City Electric
P.O.Box 2027
Key West, Fla. 33040

Island City Flying Service
1900 S. Roosevelt Blvd.
Key West, Fla. 33040

Island Hooper Courier Service
821 Duval Street
Key West, Fla. 33040

Jack's Gulf Service
1900 Roosevelt Blvd.
Key West, Fla. 33040

X Jeans & Things
MM 91
Tavernier Towne Shopping Ctr.
Tavernier, Fla.

Jeluso's Italian Bakery
3740 Overseas Hwy.
Marathon, Fla.

Jerroid J. Weinstock, MD
3235 Flagler Avenue
Key West, Fla. 33040

Edward B Johnson Jr
410 Fleming St.
Key West, Fla. 33040

Yvonne L. Johnson
716 OLivia St.
Key West, Fla. 33040

Johnsons Insurance Agency
12222 Overseas Hwy.
Marathon, Fla.

James Jude MD
730 Eaton
Key West, Fla. 33040

Keeper of the Keys Gift Shop
13100 Overseas Hwy.
Marathon, Fla.

X Kelly Tractor Co.
Caterpillar Equipt.
Truman Annex P.O. Box 1238
Key West, Fla. 33040

Kevinmade Cabinets
2 Stock Island
Key West, Fla. 33040

Key Bowl Lanes
1801 S. Roosevelt Blvd.
Key West, Fla. 33040

Key Colony Beach Police
Key Colony Beach
Marathon, Fla. 33050

X Key Iron Works
2nd Avenue
Key West, Fla. 33040

X Key Karpet
3320 N Roosevelt Blvd.
Key West, Fla. 33040

Key Largo Automotive Repair
Key Largo, Fla.

Key largo Fenco Co. & Home
Improvements
Tavernier, Fla.

Key Largo Fisheries
Key largo, Fla.

Key Lime Reality Inc.
507 Whitehead St.
Key West, Fla. 33040

Key Tex Shrimp Co., Inc.
Shrimp Road
Key West, Fla. 33040

X Key West Airlines Inc.
Key West International Airport
Key West , Fla. 33040

APPENDIX C Continued

X Key West By the Sea
2601 S. Roosevelt Blvd.
Key West , Fla. 33040

Key West Chrysler Plymouth Dodge
1722 N Roosevelt Blvd.
Key West, Fla. 33040

X Key West Cigar Factory
316 William Street
Key West, Fla. 33040

Key West Citizen
515 Greene Street
Key West, Fla. 33040

Key West Conch Shell in the Old Island
703 Duval Street
Key West, Fla. 33040

X Key West Golf Course
Stock Island
Key West, Fla. 33040

X Key West Insurance Inc.
Continental Insurance Companies
3104 Flagler Avenue
Key West, Fla. 33040

Key West Jaycees
3825 Flagler Ave.
Key West, Fla. 33040

X Key West Oceanside Marina
Stock Island
Key West, Fla. 33040

Key West Office Systems
2510 N Roosevelt Blvd.
Key West, Fla. 33040

Key West Optician
817 Peacock Plaza
Key West, Fla. 33040

Key West Pepsi Cola Bottling Co.
McDonald Avenue
Key West, Fla. 33040

X Key West Perfumes
524 Front Street
Key West, Fla. 33040

X Key West Plasma Inc.
2506-B N. Roosevelt Blvd.
Key West, Fla. 33040

X Key West Police Dept.
P.O. Box 1550
Key West, Fla. 33040

Key West Pro Dive Shop
1605 N. Roosevelt Blvd.
Key West, Fla. 33040

Key West Raw Bar
No 1 Lands End Village
Key West, Fla. 33040

Key West Toyota Inc.
1600 Roosevelt Blvd.
Key West, Fla. 33040

Key West Trader
513 Duval Street
Key West, Fla. 33040

X Key West Welding & Fabrication
1 Avenue
Key West, Fla. 33040

Key West Women's Club
3817 Flagler Ave.
Key West, Fla. 33040

X Keynoter Publishing Company
Bill Martin
30105 Overseas Hwy.
Marathon, Fla. 33036

X Keys Animal Clinic
11425 Overseas Hwy.
Marathon, Fla.

X Keys Electric and Air Condition
20 Coco Plum Drive
Marathon, Fla.

Keys Electronics
Key Largo, Fla.

Keys Meat & Deli
120 49 St. Ocean
Marathon, Fla.

Keys Title & Abstract Co.
631 Whitehead Street
Key West, Fla. 33040

X Kiddie Kollege
825 Georgia Street
Key West, Fla. 33040

The Kitchen Gallery
3218 N. Roosevelt Blvd.
Key West, Fla. 33040

APPENDIX C Continued

X Knight Realty
336 Duval Street
Key West, Fla. 33040

Knights of Columbas
809 Truman Avenue
Key West, Fla. 33040

La Terraza DeMarti
1125 Duval Street
Key West, Fla. 33040

Ladies First Medical Group
7100 Hollywood Blvd.
Pembroke Pines
Miami, Fla.

Lange's Sailing Center
1990 Roosevelt Blvd.
Key West, Fla. 33040

X Leach Diesel Sales & Service
1000 15 St. Ocean
Marathon, Fla.

X Leto's Painting
3709 Donald Avenue
Key West, Fla. 33040

X Loguns Lobster House
1420 Simonton St.
Key West, Fla. 33040

Lopez Torres
1500 United Street
Key West, Fla. 33040

Lower Keys Plumbing
1014 White Street
Key West, Fla. 33040

X Lum's Restaurant
2338 N Roosevelt Blvd.
Key West, Fla. 33040

M & H Auto Parts
Stock Island
Key West, Fla. 33040

X M & W Ent.
P.O. Box 2001
Key West, Fla. 33040

Mail O Matic Printing Corp.
690 83 St. Hialeah
Hialeah, Fla.

X Maintenance Supervisor
1720 Bahama Drive
key West, Fla. 33040

X Makepeace Office Equipt.
204 107th St. P.O.Box 2738
Gulf
Marathon Shores, Fla.

Management Recruiters of Key Largo
Key Largo, Fla.

X Marathon Ace Hardware
2745 Overseas Hwy.
Marathon, Fla. 33040

X Marathon Auto Supply
6677 Overseas Hwy.
Marathon, Fla.

Marathon Electric
J Street
Marathon, Fla.

Marathon Florist & Plant Shop
12221 Overseas Hwy.
Marathon, Fla. 33040

Marathon, Garbage Service, Inc.
4290 Overseas Hwy.
Marathon, Fla.

Marathon Liquors & Plaza Lounge
5101 Overseas Hwy.
Marathon, Fla.

Marathon Lumber & Bldg. Supplies
11401 1st Avenue
Gulf
Marathon, Fla.

X Marathon Pawn Shop
9585 Overseas Hwy.
Marathon, Fla.

Marathon Shores Barber Shop
10959 Overseas Hwy.
Marathon, Fla.

Marathon Tropical Nursery
1248 Overseas Hwy.
Marathon, Fla.

Marathon Upholstery Shop
2264 Overseas Hwy.
Marathon, Fla.

Margo Nursery & Garden Supplies
Ramrod Key
Florida

Marine Electr. & Hardware
900 Caroline St.
Key West, Fla. 33040

APPENDIX C Continued

Martha's Place for Steaks
1801 S. Roosevelt Blvd.
Key West, Fla. 33040

Mary Immaculate High School
Truman Avenue
Key West, Fla. 33040

The Master Angler
US Highway 1
Key West, Fla. 33040

X Maucks Drafting Service
Waupaca Elevators
243 109th St. Ocean
Marathon, Fla.

X McArthur Dairy Inc.
18100 S Dixie Hwy.
Miami, Fla.

McKillip Construction Co.
Stock Island
Key West, Fla. 33040

McMahan Mickey
Key West By the Sea
Key West, Fla. 33040

X AAA Best Distributor Division
of MCR Lumber Co.
26140 S Dixie Hwy.
Homestead, Fla.

Meiselman Herbert & Co.
Tavernier, Fla.

Mesa's Nursery
1500 Virginia Street
Key West, Fla. 33040

Middle Keys Marine Construction
2001 Overseas Hwy.
Marathon, Fla.

Mister Doughnut
3026 N Roosevelt Blvd.
Key West, Fla. 33040

X Mohler Commercial Equipt. Sales
1010 Truman Avenue
Key West, Fla. 33040

X Mohler Electrical Contracting
1010 Truman Avenue
Key West, Fla. 33040

Monroe Agency
P.O. Box 362
Islamorada, Fla. 33036

Monroe County Animal Shelter
Aviation Blvd.
Marathon, Fla.

Monroe County Board of Public
Instruction
310 Fleming Street
Key West, Fla. 33040

Monroe County Clerks Office
3317 Overseas Hwy.
Marathon, Fla.

Monroe County Courthouse
Key West, Fla. 33040

Monroe County
Emergency Medical Technican
3103 Overseas Hwy.
Marathon, Fla.

X Monroe County Health Dept.
3285 Overseas Hwy.
Marathon, Fla.

Monroe County Mosquito Control
College Road
Stock Island
Key West, Fla. 33040

X Monroe County Public Library
Islamorada Branch
Islamorada, Fla.

X Monroe County School District
Fred Shaw
310 Fleming Street
Key West, Fla. 33040

X Monroe County
Sheriff's Department
500 Whitehead Street
Key West, Fla. 33040

Monroe Office Supply Inc.
529 Southard St.
Key West, Fla. 33040

Captain Moore
N.I.P.S.
N.A.S. Boca Chica
Key West, Fla. 33040

Moore's Paint & Body Shop
513 Greene Street
Key West, Fla. 33040

Loyal Order of the Moose
Bar 700 Eisenhower Drive
Key West, Fla. 33040

APPENDIX C Continued

X Mosquito Control Distr.
Station
506 106 St. Gulf
Marathon Airport
Marathon, Fla. 33050

Dept. of Motor Vehicles
Drivers License
82681 overseas Hwy.
Marathon, Fla.

X Murray Marine Inc.
Junior College Road
Key West, Fla. 33040

X N.A.S.- Personnel
Boca Chica
Key West, Fla. 33040

NaLeen Boutique
3214 N. Roosevelt Blvd.
Key West, Fla. 33040

X Natural Resources Dept. of
Recreation
Long Key State Recreation
Long Key, Fla.

Naughty N Nice Party Shop
Key Largo, Fla.

MGR Navy KWST Federal CRE
Harry Truman Annex
Key West, Fla. 33040

X Norman's Handicraft
Mile Marker 90.2
Plantation Key, Fla.

Ocean Farming Systems Inc.
Plantation Key, Fla.

Oceanside Marine of Marathon
1015 15 St. Ocean
Marathon,Fla. 33050

X Offender Rehab. Dept. of
Big pine Road Prison
P.O.Box 509
Big Pine Key, Fla. 33043

Orkin Exterminating Co.
Maloney Ave.
Key West, Fla. 33040

Manuel P. Ortega
1418 Rose Street
Key West, Fla. 33040

X Dr. Otto Roger
922-B Kennedy Drive
Key West, Fla. 33040

Palms Memorial Park
27100 Old Dixie Hwy.
Naranja, Fla.

Papa Joe's Bar & Restaurant
Islamorada, Fla.

X Parker Refrigeration
615 Greene Street
Key West, Fla. 33040

Betty Patterson PhD
3428 Roosevelt Blvd.
Key West, Fla.33040

Paul's Gulf Service
2040 Overseas Hwy.
Marathon, Fla. 33040

X Penninsular Marine Enterprises
Penninsular Avenue
Stock Island
Key West, Fla.33040

X Perdue Dean Marine
P.O.Box 500
Tavernier, Fla. 33037

Pets & Pisces
11399 Overseas Hwy.
Marathon, Fla.

Pier House Inn & Beach Club
1 Duval Street
Key West, Fla. 33040

Pirate's Chest Gifts
Islamorada, Fla.

X Pizza Hut
1980 N Roosevelt Blvd.
Key West, Fla. 33040

X Plantation Key Flower Shop
P.O.Box 496
Tavernier, Fla.

Posada's Little Store
67 Avenue E
Key West, Fla. 33040

X The Pottery
12221 Overseas Hwy.
Marathon, Fla.

APPENDIX C Continued

The Printed Word
MM No 106
Key Largo, Fla.

The Printery
2510 Roosevelt Blvd.
Key West, Fla. 33040

Property Appraisers Office
3105 Overseas Hwy.
Marathon, Fla.

X Public Defenders Office
11400 Overseas Hwy.
Marathon, Fla.

Public Gas Company
11th Street
Marathon, Fla.

Public Library
Marathon, Fla.

Public Works Dept.
Aviation Blvd.
Marathon, Fla.

Radiant Marine & Ind. Supply
Key Largo, Fla.

X Ramada Inn
3420 N Roosevelt Blvd.
Key West, Fla. 33040

Raymond James & Associates Inc.
X 1100 Kennedy Drive
Key West, Fla. 33040

Ray's Bike Shop
906 Truman Ave.
Key West, Fla.33040

X Recreation & Parks Dept.
Bahia Honda Key, Fla.

The Reef Queen
Foot of Duval Street
Key West, Fla. 33040

Reef-Runner
915 Eisenhower Drive
Key West, Fla. 33040

X Regan Insurance Agency, Inc.
Rte. 1 Box 22
Tavernier, Fla.

Reliable Advertising Products
P.O. Box 4003
Key West, Fla. 33040

Reliable Dealers
Fedders Air Conditioning
604 Truman Avenue
Key West, Fla. 33040

Roadrunner Sports Store
855 NE 8th St.
Homestead, Fla.

Thomas H. Robinson MD
Suite B
1100 Kennedy Drive
Key West, Fla. 33040

Richard Rothstein DMD
Mile Marker 100
Key Largo, Fla.

Roy's Auto Parts
2334 Roosevelt Blvd.
Key West, Fla. 33040

S & D Photographic Inventory
5 Sugarloaf Blvd.
Sugarloaf, Fla. 33040

Same Ole Wood Shop
907 Caroline Street
Key West, Fla. 33040

X Jose T. Sanchez
605 United Street
Key West, Fla. 33040

Sandhammer Income Tax Cons.
South Hammock Drive
Islamorada, Fla.

Sands W Leon Real Estate
1601 Roosevelt Blvd.
Key West, Fla. 33040

Ron Saunders, Esq.
516 Southard St.
Key West, Fla. 33040

Sea Store
614 Greene Street
Key West, Fla. 33040

X Sears Roebuck & Co.
3202 N Roosevelt Blvd.
Key West, Fla. 33040

X Seaside Plumbing Co. Inc.
P.O. Box 503
Key Largo, Fla. 33037

APPENDIX C Continued

X Senior Citizens Nutrition Program
Public Service Bldg. Wing 111
Stock Island
Key West, Fla. 33040

Senior Citizens Nutrition Prog.
3400 Overseas Hwy.
Marathon, Fla.

Sheriff's Sub Station
3103 Overseas Hwy.
Marathon, Fla.

X Silver Shores Realty Co.
Mile Marker 96
Key Largo, Fla.

Simmons Beauty Rest
4350 SW 75 Ave.
Miami, Fla.

X Singleton Fleets, Inc.
1 Front Street
Key West, Fla. 33040

Sirco Tru-valu Hardware
McDonald Avenue
Key West, Fla. 33040

SKL Tire & Service, Inc.
825 Duval Street
Key West, Fla. 33040

X Rev. Lindell Smith
Business & Individual Crisis Center
P.O.Box 2402
Key West, Fla. 33040

Social Services Dept.
3103 Overseas Hwy.
Marathon, Fla.

South Dade Auto Tag Agency
120 W Mowry St.
Homestead, Fla.

Southeast Periodical & Books
10100 NW 25th St.
Miami, Fla.

X Southern Bell Telephone Co.
Willie Knowles
530 Southard Street
Key West, Fla. 33040

Southern Bell Telephone Co.
Public Relations Director
109 NE 8 Street
Homestead, Fla.

Southernmost Insurance Agency
517 Whitehead Street
Key West, Fla. 33040

Sportsmen Inn
X 8320 N Roosevelt Blvd.
Key West, Fla. 33040

X St. Bede's Catholic Church
2700 Flagler Avenue
Key West, Fla. 33040

X St. Marys Star of the Sea School
700 Truman Avenue
Key West, Fla. 33040

X St. Mary Star of the Sea
1010 Windsor Lane
Key West, Fla. 33040

X State Attorneys Office
P.O. Box 1086
Key West, Fla. 33040

X State Attorney
2805 Overseas Hwy.
Marathon, Fla.

X Steadman's Accounting & Tax
701 Palm Ave.
Key West, Fla. 33040

X Steadman's Boat Yard
701 Palm Ave.
Key West, Fla. 33040

Suds & Vaccum Home Care Co.
1401 United Street
Key West, Fla. 33040

Sugarloaf Country Store
US Hwy. 1
Sugarloaf, Fla.

Sugarloaf Key Volunteer
Fire Dept.
Sugarloaf Key, Fla.

Sunbeam Christian School
1311 5 Street
Key West, Fla. 33040

APPENDIX C Continued

The Swank Shoppe
705½ Duval Street
Key West, Fla. 33040

Tavernier Hotel & Apts.
Tavernier, Fla.

Tax Collector's Office
Marathon, Fla.

X Carl N Taylor DDS
1215 Simonton Street
Key West, Fla. 33040

X Tele Media Co. of Key West
1704 N Roosevelt Blvd.
Key West, Fla. 33040

Temple Christian School
Stock Island
Key West, Fla. 33040

X Tender Loving Care Nursery
7435 Overseas Hwy.
Marathon, Fla.

X Tom Thumb Food Store No 10
26th St. Ocean
Marathon, Fla.

X Toppino Construction
P.O. Box 787
Key West, Fla. 33040

Transportation Department
Weight Station
Islamorada, Fla.

Transportation Service
3103 Overseas Hwy.
Marathon, Fla.

X Treasure Harbor Commercial
Divers
Plantation Key, Fla.

Truman Sandwich Shop
1100 Truman Avenue
Key West, Fla. 33040

X Underseas Inc. Welding
P.O. Box 319
Big Pine Key, Fla.

X United Way
510 Southard Street
Key West, Fla. 33040

X U.S. Government
Coast Guard
1800 Overseas Hwy.
Marathon, Fla.

X U.S. Govt.
Fish & Wildlife Service
Big Pine Key, Fla.

X U.S. Govt. Post Office
Big Pine Key, Fla.

U.S. Dept. of Health, Education,
& Welfare
Public Health Service
Marathon, Fla.

U.S.
National Park Service Ranger Station
Rock Harbor, Fla.

X U.S. Naval Hospital
S. Roosevelt Blvd.
Key West, Fla. 33040

X Veterans Affairs Office
Aviation Blvd.
Marathon, Fla.

Wesley House Community Ctr. Pool
Thomas Street
Key West, Fla. 33040

West Provision Co.
804 White Street
Key West, Fla. 33040

X Williams Paint & body Shop
701 Whitehead Street
Key West, Fla. 33040

Williams Plastering Co.
87645 Old Highway
Key Largo, Fla.

X WKIZ Radio Station
Stock Island
Key West, Fla. 33040

Woodlawn Park Cemetery
3260 SW 8th St.
Miami, Fla.

WXOS FM Radio Station
Plantation Key, Fla.

APPENDIX C Continued

Your Girl Friday
513 Fleming Street
Key West, Fla. 33040

X Zenith TV & Radio Service
Cavanah's Marathon Radio &
TV Service
3000 Overseas Hwy.
Marathon, Fla.

Zoning Board
Aviation Blvd.
Marathon, Fla.

X City of Key West
525 Angela Street
Key West, FL 33040

X Hawk Aviation Corp.
Homestead General Airport
22500 S.W. 288th Street
Homestead, FL 33030

X Key West Electronics, Inc.
102 2nd St.
Stock Island
Key West, FL 33040

X Monroe County Board of Commisioners
Emergency Services Section
3131 Overseas Hwy.
Marathon, FL 33050

X Monroe County Sherrif's Dept.
P.O. Box 398
Marathon, FL 33050

X Tony's Sheet Metal & Roofing Co.
P.O. Box 602
Key West, FL 33040

APPENDIX D

Implication For The College

Table Nine shows how the college programs fared on the total ranking of employment needs. All of the college programs ranked in the top twenty-five (25) except for Commercial Art, Environmental Marine Science and Real Estate.

It is satisfying to note that the new Small Business Management program developed this year ranked very high (No. 3 overall) among employment needs in Monroe County. This ranking parallels with the high number of small businesses in the Keys as noted previously.

Other programs which the college has been asked to look into this year ranked as follows:

PROGRAM	TABLES			
	1	2	3	4
HOTEL/MOTEL MANAGEMENT	32	35	58	
FOOD & BEVERAGE MANAGEMEN	23	18	18	
DRAFTING	31	46	27	
WELDING	27	27	39	
AUTO MECHANICS	17	13	7	
L.P.N.	20	16	17	+
SEAMANSHIP & NAVIGATION	39	59	36	
FIRE SCIENCE	65	37	57	

The College cannot afford to embark on implementing all of these programs or any additional programs without considering the dropping of others.

This document will be helpful in determining the needs of the community. The college needs that data for program planning to make decisions about adding or deleting programs. It is apparent that additional time will be required to totally analyze the data. The follow-up study took considerably longer than expected; however, the returns were encouraging and valuable.

TABLE 9

CAREER AND OCCUPATIONAL EDUCATION

TABLES				COLLEGE PROGRAMS*
1	2	3	4	
2	2	2		ACCOUNTING
38	36	19		AUTO/MARINE PARTS COUNTERPERSON
1	1	1		BOOKKEEPING
4	3	6	x	BUSINESS ADMINISTRATION
5	5	5	x	CLERK TYPIST
36	52	52		COMMERCIAL ART
13	14	15	x	COMPUTER SCIENCE (Data Processing)
18	21	16		ELECTRONICS TECHNOLOGY
11	9	56		FINANCIAL MANAGEMENT
25	30	22		GASOLINE ENGINE TECHNOLOGY
3	4	3		LEGAL SECRETARY
33	22	18		MARINE DIESEL TECHNOLOGY
41	16	32		MARINE FIBERGLASS MAINTENANCE & REPAIR
44	53	65		MARINE SCIENCE (Environmental Technology)
3	4	3		MEDICAL SECRETARY
22	12	10	x	NURSING (R.N.)
50	38	24	x	POLICE ADMINISTRATION
51	32	34		REAL ESTATE
3	4	3	x	SECRETARIAL SCIENCE
7	6	4		SMALL BUSINESS MANAGEMENT

* Listed in alphabetical order not ranked by need.

APPENDIX E

FLORIDA KEYS COMMUNITY COLLEGE

Occupational Instruction Division

NEEDS ASSESSMENT PLAN OF ACTIVITIES

1. Develop Preliminary Plan
2. Send for resource materials, plus:

   State plan done in 1978
   Local Labor Market plan done in 1979 by C.E.T.A.
   Example of Needs Assessment plans developed in the State
3. Form an ad-hoc committee
4. Gain support and input for plan from committee and make suggested modifications
5. Survey High School students:

   Survey Interest
   (Use student
6. Implement Plan:

   Develop instruments
   Test instruments
   Survey students
   Survey employers
   Compile Data
   Prepare oral and written report
7. Present oral report to cabinet for input
8. Present report to ad-hoc committee
9. Finalize Data
10. Prepare written report
11. Present report to the Board
12. Follow up on the recommendation of the report

- continued -

EMr 8-8-80

Possible Committee make-up:

Dr. Massey
Jeff Knight
Julie Kellogg
Beth Smith
Greg O'Berry
Debbie Warfield
Harry Sandford

or/ a committee from the Monroe Planning Council and labor market specialists

Members incorporated from the following categories:

Minority
Women
College
Employers
Board Members
Instructors
Counselors
County School District
Federal Agencies
Labor

Other possibilities:

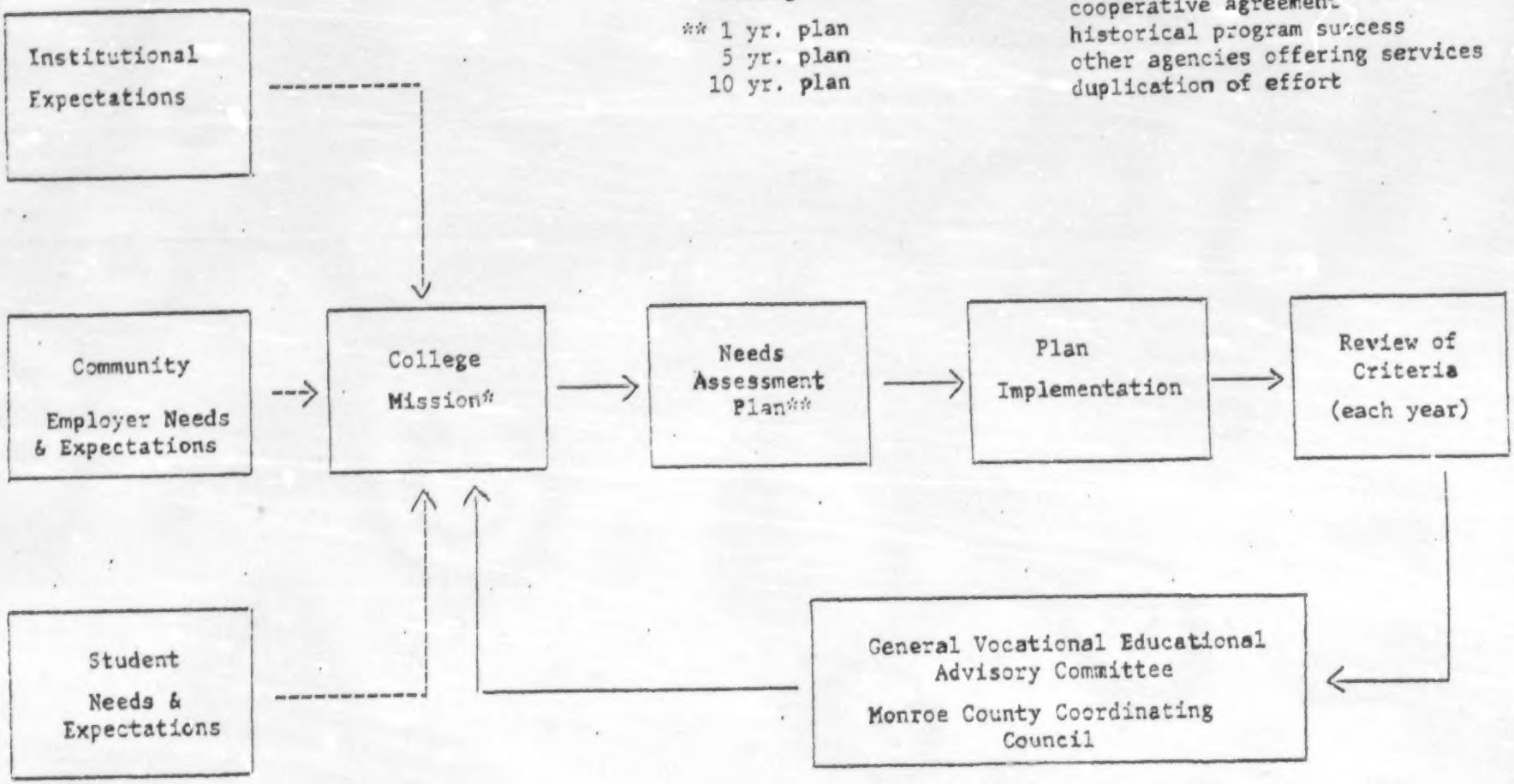
John DeMott or staff
Ann Otto

FLORIDA KEYS COMMUNITY COLLEGE
Occupational Instruction Division

A PRACTICAL NEEDS ASSESSMENT PLAN

* College Mission includes: financial limitations
cooperative agreement
historical program success
other agencies offering services
duplication of effort

** 1 yr. plan
5 yr. plan
10 yr. plan



EMr 8-8-80

FLORIDA KEYS COMMUNITY COLLEGE
Occupational Instruction Division

CONTENT OF THE NEEDS ASSESSMENT SURVEY & ANALYSIS

1. Survey Community Employers
2. Survey employment potential outside of the immediate area
3. Analyze mobility of students
4. Survey interest in programs of students (Use student follow-up)
5. Survey other agencies providing occupational education in the area
6. Analyze the mission of the institution
7. Analyze the financial implication of the proposals
8. Analyze the funding potential of the institution

EMr 8-8-80

ERIC Clearinghouse for Junior Colleges
96 Powell Library Building
University of California
Los Angeles, California 90024
JAN 14 1983